ABSTRACT

The present invention enables participation of a large number of widely dispersed viewers in an auction program while maintaining a real time feeling of the program. A broadcast station 2 broadcasts program data of a pre-recorded auction program and report information data and EPG data for the information to be reported to the viewers in the program multiplexed as broadcast data. A TMS 3 system receives the broadcast data broadcast from the broadcast station 2 and distributes it to mobile phones 1. When the users of the mobile phones 1 input bids etc. for the auction while viewing the program, the mobile phones 1 transmit input price information to the TMS 3. The TMS 3 transfers the input price information to the broadcast station 2, and the broadcast management server 21 of the broadcast station 2 updates the report information data based on the information.